

**GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:3612
ANSWERED ON:22.12.2004
PROMOTION OF HAND-MADE PRODUCTS BY KVIC
Mahtab Shri Bhartruhari

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

- (a): whether the KVIC is exploring the opportunities to expand the marketing of hand-made products;
- (b): if so, the details thereof; and
- (c): the steps taken to promote khadi and hand-made products among the students and youth?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a)&(b): Yes, Sir. To expand the marketing of khadi and hand-made products, the Khadi and Village Industries Commission (KVIC) under the Ministry of Agro and Rural Industries has taken various steps, including organising exhibitions at various levels (viz. National/Zonal/District levels), participation in national and international exhibitions, financial assistance for product development and improved designs and packaging, etc.

Further, KVIC has set up a Confederation for Promotion of Khadi and Village Industries (CPKVI) for marketing of Khadi and Village Industries products, including hand-made products, throughout the country.

(c): To promote khadi and hand-made products among the students and youth, the KVIC has participated in 4 exhibitions in colleges at Mumbai and at the Indian Institutes of Technology (IIT), Delhi and Mumbai, organizing khadi fashion shows, buyers-sellers meets, etc. KVIC has also conducted awareness programmes, peoples' education programmes and essay and debate competitions in colleges and technical institutions for popularising khadi among students and youth. During 2003-04, 500 such peoples' education programmes were conducted by the KVIC to popularise khadi products.

KVIC has also requested the State Government to introduce Khadi and Polyvastra based products as school uniforms. The KVIC extends help to schools and colleges having consumer stores, to market Khadi and hand-made products. A 'Mission Khadi' has been launched to convert the Khadi fabric into ready-made garments of the latest designs, mainly for use of the youth.